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Newsweek

RADIO

College Network

The first collegiate network in radio history went on the air Dec. 1, linking together student-owned radio stations in twelve Eastern colleges. The web was made up of member-stations of the six-year-old Intercollegiate Broadcasting System (NEWSWEEK, Aug. 25, 1941), joined through facilities of six Eastern frequency-modulation outlets.

For years the IBS has been selling advertising time on its 25 individual stations, which can be heard only on the local campuses, but because of the high cost of leasing telephone wires, it had never hooked them into a network. Last September, however, Louis Bloch and Leslie Katz, respectively manager and program director of the student system, enlisted the aid of New York FM station W47NY, which in turn secured the cooperation of other FM stations in Boston, Hartford, Schenectady, Mount Washington, N.H., and Alpine, N.J. Because FM can be picked up without static, leased-wire expense would be avoided, and the program IBS planned had the worthy motive of helping college men choose their place in the war.

Last week's inaugural broadcast, first of a series of three entitled "You, the War, and the Future," went on the air at 7:15 p.m. EWT and consisted of a talk by William T. McCleery, an editor of New York's tabloid PM and author of numerous articles on youth and the war. It originated in W47NY, was picked up by the other FM stations, and rebroadcast from city to city. The low-powered college units, all of which are equipped with FM receivers, merely "translated" the talk to their own standard wave lengths and relayed it to the 25,000 listening students at Brown, Columbia, Connecticut, Hamilton, Harvard, Rhode Island State, Princeton, Dartmouth, Union, Wesleyan, Williams, and Yale.

Heat - Test your line - Movie house

Quiz show -

Irving - Radio workshop

Clark - Record